

## Trademarks Online: The Good, the Bad and the Uncertain

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Brand owners, marketers and their trademark counsel need only dip their toes in the ocean of e-commerce to feel the swell of empowering opportunity, the undercurrent of increased risk and the swirling winds of uncertainty in the online marketplace. This article provides a sampling of ways the Internet will continue to shape trademark law and produce a variety of outcomes for brand owners in 2014.

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